

NONWOVENS REPORT

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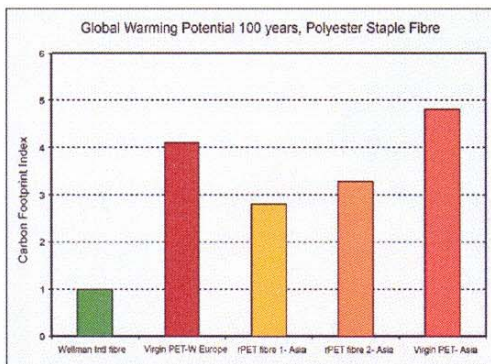
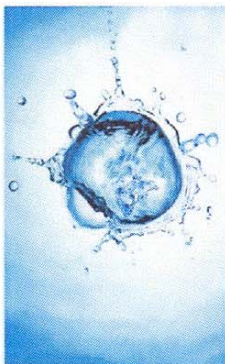
INTERNATIONAL

Yearbook 2010



Ticking all the boxes

Wellman's recycled ranges are finding favour with customers despite the recession



Wellman International, Europe's largest producer of quality polyester staple fibres, has successfully navigated the current stormy economic climate to deliver an encouraging 2009, with next year already shaping up to be equally as successful.

Appearances at both the 2009 Heimtextil and Techtextil trade events showcased Wellman's efficient, high performance product range and enviable environmental credentials which, according to the company's commercial director Peter Walsh, have been responsible for sustained growth over the last twelve months.

Sustainability

"In today's challenging market, customers and end users are demanding more in terms of quality, efficiency and value, yet they haven't lost sight of the importance of sustainability," he said. "By pioneering the use of polyester fibre made from recycled PET bottles, Wellman International's unique product offering not only helps to improve customer efficiencies and costs but also effectively ticks all the boxes to offer real value to both our customers and the environment.

"Because climate change is unfortu-

nately an issue that is not going to go away, we are well placed to provide customers with the environmentally-friendly European sourced raw material platform they need to be able to embark on sustainable product development campaigns in 2010 and beyond."

By using post-consumer recycled polyester bottles as its primary raw material base, the company has established itself as an industry leader in sustainable manufacturing techniques.

Sustainability forms a core value of the company's philosophy, which has been further enhanced by the recent established association of CO₂ emissions and global warming.

In order to measure the impact of PET fibre manufacturing, Wellman embarked on an in-house study of comparative technologies, placing a value on recovered/post consumer product against virgin materials.

LCA analysis

The company then decided to engage in an independent Life Cycle Analysis (LCA) study which will be available for publication at the end of 2009. This study is expected to further confirm that Wellman's fibre has the lowest carbon

footprints of any polyester staple fibre on the market and has a lower environmental impact than virgin PET fibre and other recycling processes.

In addition to boasting strong environmental credentials that leave competitors 'green' with envy, Wellman also continues to build on its successful heritage of providing innovative, sustainable and efficient product solutions to a wide range of markets.

Established in 1972, the company now provides performance polyester fibres for use in a broad spectrum of end uses ranging from home furnishings and hygiene products to automotive and technical textiles. Embracing innovation at every stage, Wellman's fibres have been specifically designed to perform in even the most demanding of applications such as food contact, acoustic insulation and specialised filtration, as well as processes that require high resilience and high temperature mouldability. Offering even greater choice, the product ranges now also include 3.3 and 40 decitex options.

The company's product portfolio now includes the Cirrus range of vapour transporting fibres for use in bed products and breathable applications and Dreamfil – a blend of two-dimensional and three-dimensional fibres for use in bedding and furniture applications that dramatically increases warmth insulation levels by up to 35%, without the burden of additional weight.

Protection

Wellman has also developed a number of product ranges with microbial and dustmite protection properties. One particular range of Wellcare products offers this unique technology across the complete selection of polyester staple fibres to provide the home furnishing and technical nonwoven markets with exceptional anti-microbial protection.

With activity showing no signs of slowing down, 2010 looks set to be another successful year for the company.

"We are confident that our development of new fibre products to meet new market needs, combined with strong customer partnerships and the growing desire of European customers for materials made from recycled sources, will continue to provide strong foundations for ongoing commercial success," said Mr Walsh.